

# SWINBURNE CLUB BRAND GUIDELINES

SWINBURNE STUDENT LIFE



# WHY?

When setting up a new club, you'll need to consider designing a logo as it's essential for re-registering next year.



# SOME GROUND RULES

(LIGHTS AND DARKS)

Make sure your logo can be used on both dark and light background colours.



# SOME MORE GROUND RULES

(SWINBURNE AND SWINES)

If the Club logo includes “Swinburne” it must be spelt out fully. It cannot be abbreviated to “Swin”, “Swinburne University”, or “SUT”.

**NOTE:** *all new Clubs must include “Swinburne” at the start of their Club name.*

If your Club wishes to use the following in your logo design the artwork must be completed by a Student Life graphic designer:

- The Swinburne *Montserrat* font;
- the Swinburne Crest or;
- the Razor logo or any references to it in the logo design

**NOTE:** *The logo can reference a generic boar without being created by Swinburne Student Life.*

*Examples of these are:*



# SPORTS CLUB? GO RAZORBACKS

## **SPORTS CLUB?**

We highly recommend Razor is included in all Sport Club logos. Note that a Student Life graphic designer must complete this artwork.

See examples below:



# PROMOTING YOUR CLUB

If you want to use elements of the Swinburne or Swinburne Student Life brand on collateral, including logos or references to logos, you must seek approval from Swinburne Student Life before you begin designing these.

The logo must fit within an image **(1280 x 720)** for the Student Life Portal thumbnail and Club's page header.

When referring to the Student Life Portal, please ensure it is referenced as such (i.e. not UniOne).

This is the URL format for your Club. Please use this when promoting the link:

[www.studentlife.swinburne.edu.au/Clubs/\[CLUBNAMEHERE\]](http://www.studentlife.swinburne.edu.au/Clubs/[CLUBNAMEHERE])



# PROMOTING YOUR CLUB

(NOW IN COLOUR)

While you are not bound to use specific colours in logos and collateral, if you are considering using some of the Swinburne colours, we encourage using the following:

SWINBURNE YELLOW	
<b>CMYK</b>	
COATED	0 6 95 0
UNCOATED	0 2 100 0
<b>RGB</b>	255 236 0
<b>PMS</b>	102 U 115 C
<b>HEX</b>	FFEC00

SWINBURNE CHARCOAL	
<b>CMYK</b>	
COATED	44 34 22 77
UNCOATED	44 34 22 77
<b>RGB</b>	52 54 66
<b>PMS</b>	433 U 7540 C
<b>HEX</b>	343642

## CORE BRAND



SWINBURNE RED	
<b>CMYK</b>	0 100 91 0
<b>RGB</b>	220 45 39
<b>PMS</b>	485 U 485 C
<b>HEX</b>	DC2D27



BLACK	
<b>CMYK</b>	20 20 20 100
<b>RGB</b>	0 0 0
<b>PMS</b>	BLACK6 U BLACK6 C
<b>HEX</b>	000000



SWINBURNE CHARCOAL 10% TINT	
<b>CMYK</b>	44 34 22 7
<b>RGB</b>	75 79 84
<b>PMS</b>	433 U 7540 C
<b>HEX</b>	4BF54



WHITE	
<b>CMYK</b>	0 0 0 0
<b>RGB</b>	255 255 255
<b>HEX</b>	FFFFFF



# APPROVAL PROCESS.

All new logo designs must be sent through to Swinburne Student Life for approval.

All merchandise or collateral designs must be approved by Swinburne Student Life.

Please send everything to [clubs@swin.edu.au](mailto:clubs@swin.edu.au)





# QUESTIONS?

Feel free to contact the Student Life Clubs & Sport team for assistance. We're here to help!

**E-mail:** [clubs@swin.edu.au](mailto:clubs@swin.edu.au)

**Phone:** +61 3 9214 5445

**Club Hub:** Tuesday, Wednesday & Thursday  
1pm-4pm

